



Tourism & Events Department
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Karen Churchard, Director
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MEMORANDUM

To: Chairman David Scholefield and members of the Tourism Development Commission
From: Karen Churchard, Tourism & Events Director
Date: December 6, 2017
Subject: Tourism Strategic Plan – Final Recommendations

In February 2013, PLACES consulting presented their Tourism Development and Marketing Strategic Plan findings and recommendations to City Council. The overall plan objective was to provide an innovative and visionary plan that would guide the City, the Tourism Development Commission, Experience Scottsdale and the local tourism industry over five years.

The strategies and tactics outlined in the report provided an opportunity to enhance the Scottsdale tourism destination and ensure Scottsdale's future competitive position through the implementation of the plan.

The City Council approved plan contained multiple objectives and plan initiatives all of which addressed the following tourism components:

1. Evaluation and feasibility of implementing urban Downtown experiences
2. Evaluation and feasibility of implementing programs to protect Scottsdale's identity through pervasive interpretation of place-offset the loss of identity to the metropolis
3. Evaluation and feasibility of developing programs that appeal to multiple generational visitors and professionals
4. Evaluation and feasibility of developing and enhancing transportation programs
5. Evaluation of developing strategic elements for the development and extension of thought leadership and innovation opportunities for both golf and group meetings
6. Evaluation and recommendation that the tourism industry moves from resort centric to destination centric
7. Tourism Crisis and Reserve Plan

In order to implement the Plan's strategic components, City Council created the Tourism Advisory Task Force (TATF) as the organizational and communication support structure to ensure the Plan's success.

The TATF served in an advisory capacity to City Council in regard to the Plans vision and strategy and was tasked to: 1) be custodians of the plan vision and strategies; 2) periodically communicate with strategic leads, and to City Council.

During the course of 4 ½ years, the TATF discussed, created or implemented the following; many of which were funded through the Tourism Development Commission with approval by the City Council:

1. “Arizona Central” Concept
2. Canal Convergence
3. Civic Center Mall Municipal Use Master Site Plan
4. Connectivity Public Space Master Plan
5. Downtown Brand & Marketing
6. Downtown Activation & Entertainment
7. Research – Longwoods International Visitor Research and the Webb Report on Events and Event Facilities
8. Scottsdale.Life
9. Scottsdazzle Event & Promotion
10. Spring Training Promotion
11. Temporary Public Art - Seasonal
12. Transportation - Biking Routes, Maps, Bike Share
13. Transportation - Sky Harbor to Scottsdale
14. Western Week Promotion

At the recent November 1 TATF meeting, members gave their final recommendations, which staff presented to City Council at their November 13 Work Study Session. Per the resolution that formed the TATF, the group shall dissolve upon making its final recommendations.

Staff will review the 14 accomplishments to the TDC at its December 12 meeting and the final recommendations of the TATF.

Tourism Strategic Plan

Tourism Development Commission

December 13, 2017

Tourism Strategic Plan Components

1. Implementing an urban Downtown experience
2. Implementing of programs to protect Scottsdale's identity
3. Develop programs that appeal to multiple generational visitors and professionals
4. Develop and enhance transportation programs
5. Develop Tourism Crisis and Reserve Plan
6. Develop thought leadership and innovation opportunities for both golf and group meetings
7. Recommendation that the tourism industry moves from resort centric to destination centric

Tourism Strategic Plan Components

1. Arizona Central Concept
2. Canal Convergence
3. Civic Center Mall Municipal Use Master Site Plan
4. Connectivity Public Space Master Plan
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
SCOTTSDALE CONNECTIVITY PROJECT

CANAL BANK SITE UPDATE

Tourism Advisory Task Force ::: June 7, 2017

 HOLLY STREET
STUDIO
ARCHITECTS

 FLOOR
ASSOCIATES

CITY OF 

Arizona Central

WATER + ART + LIGHT

CANAL CONVERGENCE

This year Scottsdale Public Art welcomed over **80,000 people** to its 5th annual interactive art event, Canal Convergence Water + Art + Light. Find out more about this event and what we have in store for 2018 at ScottsdalePublicArt.org.

arts
scottsdale
scottsdale public art



Canal Convergence



MUMSP PROJECT AREA

Civic Center Municipal Use Master Plan

Scottsdale
Public Space Master Plan
+
Connectivity Project



Connectivity — Public Space Master Plan



Downtown Scottsdale Brand Perceptions Presentation

June 7, 2017

SCOTTSDALE
DOWNTOWN
— The Original —

Downtown Brand & Marketing



Downtown Activation



Scottsdale 2016 Visitor Research

webb

management
services
incorporated

building creativity



Webb Report



SCOTTSDALE *life*

[HOME](#) / [WHAT MATTERS](#) / [EVENTS](#) / [GET INVOLVED](#) / [WHO WE ARE](#) / [CONTACT](#)



SCOTTSDALE.

A CITY YOU CAN BE PROUD TO CALL YOUR OWN.

.welcome

It's friendly conversations over a cup of coffee. It's



Scottsdale.Life

HOLIDAY SPARKLE IN DOWNTOWN SCOTTSDALE

NOVEMBER 25 - JANUARY 1, 2017

Scottsdazzle is a month-long celebration in Downtown Scottsdale that will feature live music, unique events, entertainers, and dazzling holiday decor. Don't miss the one-of-a-kind holiday tree with its one million customizable lighting options on Soleri Plaza. Many of the merchants and restaurants in the area will be offering great dining and shopping discounts along with many special events. Visit Scottsdazzle.com often to stay informed about how you and your family can be dazzled this holiday season.

For a full list of events, visit SCOTTSDAZZLE.COM

Scottsdazzle



Arcadia News

Fashion Square Mall Kiosks

Billboard @ 44th St. & Indian School Rd.

Scottsdazzle Events, Décor & Promotion

SPRING TRAINING IN
SCOTTSDALE

EVENTS HAPPENING
IN DOWNTOWN
SCOTTSDALE
THROUGH MARCH.

SCOTTSDALE
DOWNTOWN
The Original

Scottsdale Charms

[VIEW EVENTS](#)

This vertical banner features a large image of a San Francisco Giants player in a batting stance. The background is a solid orange color. The text is in white and black. The Scottsdale Downtown logo and Scottsdale Charms logo are at the bottom left. A 'VIEW EVENTS' button is at the bottom right.

SPRING TRAINING IN
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SCOTTSDALE
DOWNTOWN
The Original

Scottsdale Charms

[VIEW EVENTS](#)

This square banner is a smaller version of the vertical one, featuring the same player and background. It includes the same text and logos, with a 'VIEW EVENTS' button at the bottom right.

SPRING TRAINING IN
SCOTTSDALE

SCOTTSDALE
DOWNTOWN
The Original

Scottsdale Charms

[VIEW EVENTS](#)

This horizontal banner features a smaller image of the player. It includes the same text and logos, with a 'VIEW EVENTS' button at the bottom right.

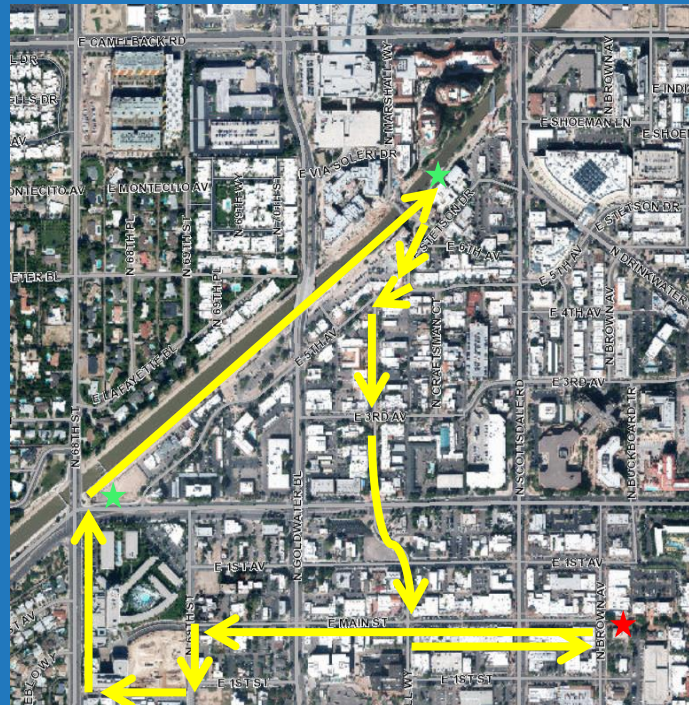
Spring Training Online Promotion



Reflection Rising (Mid-Nov-Mar '18)



Prismatica (Scottsdazzle Mid Nov-Jan '18)



Transportation – Bike Share, Routes, Etc.



Western Week - Hashknife Pony Express

Visitor Transportation Pilot Program Proposal

- 6-month trial proposed for January — June 2018
- Assumed 10% redemption rate for year one of the program
- Anticipated costs for a sixth-month program from January-June 2018 would be approximately \$400,000
- Designed to specifically address transportation needs of visitors staying in Scottsdale, the program could be covered from the bed-tax carryover

Transportation — Sky Harbor Airport